

ABSTRACT OF THE DISCLOSURE

A system and method of generating an ordered search list via a pay-for-performance search engine by determining various account balances to determine if a search listing is given preferential placement in a search list. If a web site advertiser's account is below a threshold, for example zero dollars, the search listing associated with the advertiser is not given preferential placement in a search list regardless of the advertiser bid amount for that search listing. Various balances may be used. Some of the balances may be closer to real-time balances and other may be more accurate, for example by removing click charges that were later determined to be non-chargeable. By using the various account balances, the pay-for-performance search engine prevents over-delivery of preferential placement and possible over-billing of the advertisers.